

The Impact of Media

Lesson Preparation

Daily Lesson 12	READING	
	TEKS	Ongoing TEKS
	E1.12A,B	E1.15Ci
Key Understandings and Guiding Questions	<ul style="list-style-type: none"> New and different perspectives can be communicated through media. <p>— What effect does the media have on you?</p>	
Vocabulary of Instruction	<ul style="list-style-type: none"> Visual technique Sound technique 	
Materials	<ul style="list-style-type: none"> Reader's Notebook (1 per student) Teacher Reader's Notebook (1) Text of current news event (1 per student) Video clip of same current news event Chart paper (if applicable) 	
Attachments and Resources		
Advance Preparation	<ol style="list-style-type: none"> Prepare to display visuals as appropriate. Select a short text of a current news event and a video clip depicting the same event. Ensure that the clip is of sufficient length for students to observe and analyze the visual and sound techniques used. 	
Background Information	<p>Visual and sound techniques are tools used to help videos convey a message. As students analyze the video clip, make sure that they are aware of editing techniques like slow motion, abrupt cuts from scene to scene, transitions, camera angles, lighting, graphics, and reaction shots as well as special effects. Students should realize the sequencing in video is much like the sequencing in print and that it has an impact on the message conveyed.</p> <p>Sound techniques help convey messages by impacting tone and mood. Sound techniques also reinforce words being spoken and may create a cultural or historical context. Sound techniques include background music, background noise, and sound effects.</p> <p>Steps in analysis:</p> <ul style="list-style-type: none"> Identify visual and sound techniques Identify the message Explain and analyze how visual and sound techniques convey the message <p>This Instructional Routine partially assess Performance Indicator: <i>"Write multiple reflections including personal and world connections,</i></p>	

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	<i>thoughts, and responses to expository and persuasive texts.”</i>
Teacher Notes	You will need a second video of the same event, but from a different source and intended for a different audience, for Daily Lesson 13. Take this into consideration when selecting the video clip for this Daily Lesson.

Instructional Routines

READING

Daily Lesson 12	
Duration and Objective	<p>Suggested Duration: 50-60 min.</p> <p><u>Content Objective:</u> Students analyze how visual and sound techniques used in media impact a message.</p>
Mini Lesson	<ol style="list-style-type: none"> 1. Have students create a chart in the Reader's Notebook and label the first column with a pencil, the second with a drawing of lips, the third with an eye, and the fourth with ear. On the line above the chart, have students write, "Intended Audience:" 2. Display and read as a class the text of the current news event. Ask: What is the message the author conveys? Discuss responses. Ask: What techniques does the author use to convey the message? Discuss responses as students record the information under the pencil column on the chart. 3. Play video of the same event. How is the message in the text and the video similar? Different? Discuss responses. 4. Ask: What techniques does the creator/director use to convey the message? Brainstorm with the class a list of techniques the creator/director used to create this video clip. Be sure to include editing, reaction shots, sequencing, background music, sound effects, and other techniques. 5. Explain to students that you will replay the video clip several times. As you do, they should record what is spoken in the "lips" column, what they "see" in the eye column, and what they hear in the "ear" column of their chart.
Learning Applications	<ol style="list-style-type: none"> 1. As the video clip is replayed, students record spoken, seen and heard information in the appropriate columns on the chart in the Reader's Notebook. 2. With an Elbow Partner, students share information they recorded. 3. Students engage in Independent Reading.
Closure	<ol style="list-style-type: none"> 1. In the Reader's Notebook, students write a response to: What impact do visual and sound techniques have on the message being conveyed?